

BEFORE  
THE PUBLIC SERVICE COMMISSION OF  
SOUTH CAROLINA  
DOCKET NO. 98-375-C - ORDER NO. 2003-472

JULY 24, 2003

IN RE: Application of Buyers United International,	)	ORDER APPROVING
Inc. for a Certificate of Public Convenience	)	NAME MODIFICATION
and Necessity to Provide Intrastate Resold	)	AND AMENDING
Telecommunications Services and for	)	CERTIFICATE
Alternative Regulation of its Business Service	)	
Offerings.	)	

This matter comes before the Public Service Commission of South Carolina (the Commission) on the request of Buyers United, Inc. (Buyers United or the Company)(f/k/a Buyers United International, Inc.) for approval of a modification of the Company's name by which it will be doing business in South Carolina. Buyers United proposes to adopt buyersonline and United Carrier Networks as "doing business as" ("d/b/a") names.

A review of the docket file reveals that Buyers United was granted authority to operate as a reseller of interexchange telecommunications services within the State of South Carolina by Order No. 1999-2, dated January 4, 1999, issued in the name of Buyers United International, Inc. Although the record before the Commission does not reflect a prior change in the Company's name, through a mechanism that is indeterminable to the Commission, Buyers United International, Inc. became Buyers United, Inc.

Pursuant to the instructions of the Commission's Executive Director, Buyers United published a Notice of Filing in newspapers of general circulation in the Company's service area. The Company filed affidavits showing that it had complied with the instructions of the Commission's Executive Director. No Protests or Petitions to Intervene were filed in this matter.

By letter of the Company's counsel dated June 16, 2003, Buyers United requests that its Notice of Name Change and Updated Information be processed on an expedited basis. The referenced Notice of Name Change and Updated Information was filed with the Commission February 27, 2003, whereby Buyers United provided the Commission with updated corporate and regulatory contact information and notification of the Company's "doing business as" names. According to the February 27, 2003 filing, Buyers United recently refined its business model to address specific niche opportunities in the vast communications industry; therefore, Buyers United developed the "brand" names or "trade" names of buyersonline and United Carrier Networks. Buyers United states that buyersonline is intended to cater to the residential consumer, and United Carrier Networks is intended to target business customers. Buyers United adds that upon approval of the Company's application for an amended certificate of authority being obtained from the South Carolina Secretary of State, Buyers United will provide the Commission with a copy of such approval.

At its regularly scheduled meeting on July 22, 2003, the Commission reviewed the case before it, and after due consideration, the Commission concluded that the request of Buyers United for approval of an addition to the Company's name should be granted.

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The Commission's records will hereby be amended to reflect the following modification of the name of the Company:

FROM: Buyers United, Inc.

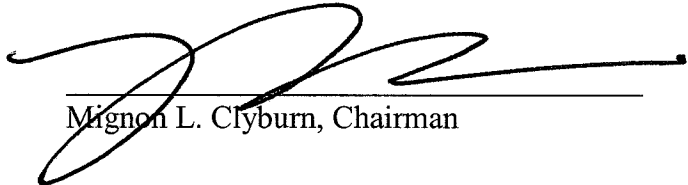
TO: Buyers United, Inc. d/b/a buyersonline and United Carrier  
Networks.

IT IS THEREFORE ORDERED THAT:

1. Buyers United, Inc.'s request for approval of the addition of trade names to the Company's name from Buyers United, Inc. to Buyers United, Inc. d/b/a buyersonline and United Carrier Networks is approved.

2. This Order shall remain in full force and effect until further Order of the Commission.

BY ORDER OF THE COMMISSION:

  
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Mignon L. Clyburn, Chairman

ATTEST:

  
\_\_\_\_\_  
Gary E. Walsh, Executive Director

(SEAL)